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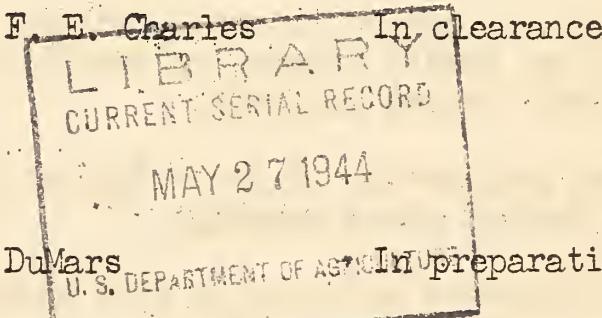
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CAMPAIGNS REPORT NO. 40

January 12, 1944

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Subject	Assigned	Status
Web harness in place of leather	F. E. Charles	In clearance
Immersion and tubular type farm milk cooler units to be rationed	F. E. Charles	In clearance
Ag Situation story, Availability of farm equipment	Meeker	Completed
Binder Twine	F. E. Charles	Issued
Container shortage for food info series	Heckman	In preparation
Farm Supplies statement for Extension Directors	F. E. Charles	Completed
Save container posters (2)	Carr	In clearance
Milk can rationing	F. E. Charles	In clearance
<u>Network Broadcasts:</u>		
January 18, Farm & Home Hour "Tires for Farmers" Walter Lloyd or E. O. Mallott	DuMars	In preparation

PRODUCTION GOALS CAMPAIGN

Goals charts, drawing and data to America Bankers Assn. for national bulletin.	Beckman, AAA	Cleared and mailed
14 photos to University of North Carolina Press to illustrate book "Practical Farming for the South."	Beckman, AAA	Mailed
Piece on plan sheet for North Central handbook for field use.	Thompson, AAA	In preparation
1944 Conservation Materials program for Western Region handbook.	Arneson, AAA	In clearance
Article and statistical table on the 1944 Seed Program for Western Regional Handbook.	Arneson, AAA	In clearance
Material for National Farm and Home Hour broadcast on milk production and distribution.	Arneson, AAA	In clearance

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Material on Non-Highway gasoline program, and War Board Services program for North Central Handbook.	Arneson, AAA	In clearance
Work on over-all AAA summary for committee-men.	Stewart, AAA	In preparation
"Feeding efficiency" piece for Western Newspaper Union.	Stewart, AAA	Completed
Preliminary work on one-hour speech by Berger on "protein situation" for January 17, 1944	Stewart, AAA	In preparation
Statement on Agricultural Production and AAA in 1943.	Kelly, AAA	Out
Articles on Support Prices, Ceiling, Subsidies, Parity Prices, on commodities for North Central Handbook.	Kelly, AAA	In clearance
Started preparation of Facts Folder for North Central goals campaign.	Emerson, AAA	In preparation
Two illustrated articles on food production to Western Newspaper Union.	M. Beckman, AAA	Cleared and mailed
Three articles on transportation, farm construction, fertilizer to BANKING Magazine.	M. Beckman, AAA	Cleared and mailed
FARM FLASHES:		
Hay Acre Goals for '44	Briggs, FDA	Cleared
Outlook for Livestock Feed	Herndon, OI	Cleared
More Certified Seed Potatoes	Herndon, OI	Cleared
PA and INS:		
Five Children Dairy Farm	Fox, FSA	In preparation
The fight against insects and plant diseases (Blue Network)	Annand, EPQ	Jan. 3
Beef cattle in world food picture	Burch, ARA	Cleared
Poultry improvement in U. S.	Burch, ARA	Cleared
Developing improved fine-wool sheep	Burch, ARA	Cleared

Subject	Assigned	Status
PRESS		
Tobacco-bed-treatment material for blue mold control	BPISAE	In clearance
Getting ready to start gardening (for Good Food Magazine, March issue)	BPISAE	Cleared
Limestone products for poultry	Burch, ARA	Cleared
Winter medication of sheep	Burch, ARA	Cleared
Information on dairying to John Bird, Country Gentleman	Richardson BDI	Completed

FOOD PRESERVATION CAMPAIGN

National Home Food Preservation Conference, Chicago, Jan. 13-15, called by WFA and USDA.

Press

Supplied Girl Scout Magazine information on home food preservation. Van Deman Completed

Radio—Farm and Home Hour, Blue Network

Reporting Home Food Preservation Conference Van Deman Jan. 14

FARM LABOR CAMPAIGN

PUBLICATIONS, LEAFLETS, ETC.

Printed version of Women Farm Workers	Bailey	In preparation
Printed version of VFV on Farm Front	Hancock	In preparation
Farm Labor Needs in 1944	Hancock	In clearance
Farm Employment Numbers by Months for 1943, Revised	Hancock	In clearance
Women's Land Army of the U.S. Crop Corp - suggested leaflet for use of members of General Federation of Women's Clubs	Bailey	Out

Subject	Assigned	Status
Statement on U. S. Crop Corps presenting general problem, results in 1943, needs for 1944. For distribution by OWI to teachers, youth, and women's magazines.	Fulghum	In preparation
WLA recruiting leaflet, Revision	Bailey	In preparation
<u>PRESS</u>		
1943 Round-up - 1943 accomplishments in farm labor program for distribution to papers	Hancock	In preparation
<u>POSTERS</u>		
VFV Enrollment poster for use in schools	Hancock	In preparation
<u>FEATURES</u>		
Pictures and story on WLA to Independent Woman and Woman's Press	Bailey	In preparation
Pictures and background material on VFV for use by seven youth magazines	Hancock	In preparation
<u>RATIONING AND PRICE CONTROL CAMPAIGN</u>		
<u>PUBLICATIONS</u>		
Consumers' Guide (February issue)		
Duty on the Home Front		
(Illustrated story — "We Salute the Consumer Committees, The War Price and Rationing Boards, and The Thousands of Other Volunteers for Their Part in the War Effort.")	Carter FDA	Completed
War Letter for Agriculture		
Wheat ceiling prices reflect parity without government payments.		
OPA revises price regulations on cottonseed products.		
Stave and heading bolts given new ceiling prices		
Increase in cotton handling charge allowed in Southeast	Charles OI	Completed
Stove rationing liberalized		
The Feed Situation		
Corn Ceiling Raised; Price Control Extended to Other Feed Grains	BAE	Completed

Subject	Assigned	Status
<u>RADIO</u>		
Radio Round-up on Food <u>Eating Out vs. Eating In</u> (restaurant rationing story)	Hoffman FDA	Completed
<u>Farm Flashes:</u>		
Farmers Can Accept Pre-Valid Ration Stamps	Briggs FDA	In preparation
<u>Letter to Farm Program Directors</u> <u>Farmers Can Take Brown Stamps Ahead Of Due Date</u>	Kadderly OI	Completed

NUTRITION AND INDUSTRIAL FEEDING CAMPAIGN

A medical equipment supply house has asked WOMAN'S DAY if it may reprint "Good Meals Up War Production," a Hendrickson article which appeared in the January issue.

A paper cup company wants material for a series of articles on industrial feeding.

Material to GOOD HOUSEKEEPING for an article on Nutrition. April issue.

Nutrition in '44 dope to Pillsbury,
Chicago Sun.

LOOK will cover community canning training school at Peoria.

Lion Match Co. interested in Basic 7
covers.

Nutrition notes service to OWI.

Nutrition notes service to OWI.	Fairfield	Finished
Quick and Easy Soups--for Food and Home Notes.	Davis	Jan. 8
Get Better Acquainted with Spuds--for Food and Home Notes.	Davis	In preparation

Subject	Assigned	Status
<u>HOMEMAKERS CHATS:</u>		
Q&A-Nutrition Comm.		
Raw Vegetables - Shoes	Overby, OI	Cleared
Starting Home Poultry Flock	Wharton, OI	Cleared
Enriched Bread and Flour	Burns	Finished
<u>FEDERAL FOOD REPORTERS:</u>		
Cabbage is King	Rogers	Finished
Lettuce on the Market		
The Onion that Isn't There		
Washington Wartime Food Bulletin	Rogers	Finished
<u>VITAMINS FOR VICTORY:</u>		
Pit-Head Canteen	Burns, FDA	Finished
Is Supper Ready, Junior?		
Oatmeal in your Meals		
Pickle Possibilities	Hoffman, FDA	Finished
Daily Inventory		
Here's One to Mull Over (canned grapefruit juice)		
<u>Farm and Home Hour:</u>		
N. L. Gold, FDA and Ruth VanDeman "Meeting Special Civilian Needs"	Burns, FDA	In preparation
Farm and Home Hour Nutrition and home science	Stiebeling Van Deman	Jan. 11
<u>POST-WAR PLANNING CAMPAIGN</u>		
<u>RADIO</u>		
Farm and Home Hour (Blue Post-War Agriculture Series, #6 Jan. 14. Tenure Problems During Demobilization, Dr. Marshall Harris, BAE	M. Harris, BAE	Cleared
Jan. 21. Post-War Agriculture #7 Carl Taylor, BAE, "Security for Farm People."	Carl Taylor, BAE	In preparation
<u>Food Information Series Fact Sheets</u>		
Community Post-War Adjustments	D. Reynolds, OI	In clearance
Maintaining Demand for Farm Products	H. Goding, FSA	In clearance

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Pamphlets and Textbooks</u>		
U. S. Armed Forces Institute booklet for a First Course in Agriculture for men in service interested in post-war farming -- "Post War Opportunities in Farming". To be distributed as separate pamphlet outside the army also.	G. Larson and staff, BAE	In preparation
State Laws Affecting Farm Settlement.	G. Larson, BAE	Planned
<u>MISCELLANEOUS</u>		
<u>HOMEMAKER CHATS</u>		
Food for War in '44	Overby, OI	Cleared
<u>FARM FLASHES</u>		
Farmers' Teamwork Pays Longer Leases, More Food	Fox, FSA Fox, FSA	In clearance In preparation
<u>PA and INS</u>		
Fighters and Food Producers	Fox, FSA	In preparation
<u>NETWORK BROADCASTS</u>		
<u>Farm and Home Hour</u>		
Jan. 17 - W. D. Termohlen, Ass't. Chief Dairy & Poultry Branch, FDA, Ruth Van Deman and Wallace Kadderly - "American Food in England"	Cohan, FDA	In preparation
Jan. 19 - First in series of talks by Judge Marvin Jones, WFA	Flood	In preparation
Jan. 20 - Dr. W. W. Skinner, Chief, BAIC, "Chemical Science in 1943"	Teuton, AIC	In preparation

